

Amendments to the Claims:

**Claim 1 (currently amended):** A method for providing a multiple-service card, the method comprising the steps of:

receiving at a service partner establishment an application for a multiple-service card from a consumer, said application comprising fields which include credit card application information for a particular credit card and service partner information, said service partner information related at least in part to membership in the service partner establishment;

reviewing said application for fields which include service partner information;

extracting said service partner information from said application for a multiple-service card;

communicating said service partner information to a service partner to determine if said service partner desires to provide access into said service partner establishment and to purchase goods and services from said service partner using said particular credit card;

reviewing said application for fields which include credit card application information;

extracting said credit card application information from said application for a multiple-service card;

communicating said credit card application information to a provider of credit services, said provider of credit services thereafter determining whether it desires to extend credit to the consumer; and

if said provider of credit services desires to extend credit to the consumer, establishing an account associated with said consumer, initiating processing, statementing, billing, accounting, and servicing functions relating to said account and causing a multiple-service card to be sent to the consumer, wherein said multiple-service card is configured for providing a primary party's services and a service partner's services.

wherein said step of determining comprises considering said credit card application information.

**Claim 2 (original):** The method of claim 1 further comprising replacing a multiple-service card, wherein said replacing comprises:

- a. requesting a card replacement administrator to create a replacement card;
- b. in response to said request, said card replacement administrator communicating with a card service engine;
- c. said card service engine communicating account information to a card generator;
- d. said card generator communicating account information to the service partner; and
- e. said service partner communicating account information to the card replacement administrator.

**Claim 3 (original):** The method of claim 1 further comprising canceling a service partner membership, wherein said canceling comprises:

- a. transmitting a file comprising indicia of an account to be canceled,
- b. producing a cancellation report, and
- c. producing a balancing report.

**Claim 4 (original):** The method of claim 1 further comprising canceling a primary party account, wherein said canceling comprises:

- a. transmitting a file comprising indicia of an account to be canceled,
- b. producing a cancellation report, and
- c. producing a balancing report.

**Claim 5 (original):** The method of claim 1 further comprising transferring an account to a second service partner, wherein said transferring comprises:

- a. transmitting a file comprising indicia of a service partner account,
- b. producing a transferring account report, and
- c. producing a balancing report.

**Claims 6-19 cancelled.**

**Claim 20 (currently amended):** A multiple-service card associated with ~~which there is~~ a service partner, a primary party and a holder, the card comprising:

a first side and a second side,

the first side having first indicia associated with said primary party,

the second side having second indicia associated with said service partner,

~~wherein said primary party is a provider of credit services and said service partner is a provider of membership club services.~~

wherein said multiple service card is obtained by: service partner is configured to perform the steps of:

~~receiving at a service partner establishment an application for a multiple-service card from a consumer, said application comprising credit card application information and service partner information, said service partner information related at least in part to membership in the service partner establishment; and communicating said credit card application information to said primary party;~~

~~wherein said primary party is configured to perform the steps of:~~

~~considering said credit card application information and thereafter determining whether said primary party desires to extend credit to the consumer; and~~

~~if said provider of credit services desires to extend credit to the consumer, causing a multiple-service card to be sent to the consumer, wherein said multiple-service card is configured for providing a primary party's services and a service partner's services.~~

receiving at a service partner an application for a multiple-service card from a consumer, said application comprising fields which include credit card application information for a particular credit card and service partner information, said service partner information related at least in part to membership in the service partner establishment;

reviewing said application for fields which include service partner information;

extracting said service partner information from said application for a multiple-service card;

communicating said service partner information to a service partner to determine if said service partner desires to provide access into said service partner establishment and to purchase goods and services from said service partner using said particular credit card;

reviewing said application for fields which include credit card application information;

extracting said credit card application information from said application for a multiple-service card;

communicating said credit card application information to a provider of credit services, said provider of credit services thereafter determining whether it desires to extend credit to the consumer; and

if said provider of credit services desires to extend credit to the consumer, establishing an account associated with said consumer, initiating processing, statementing, billing, accounting, and servicing functions relating to said account and causing a multiple-service card to be sent to the consumer, wherein said multiple-service card is configured for providing a primary party's services and a service partner's services..

**Claim 23 (original):** The multiple-service card of claim 20, said first indicia including an account number, a name of the holder, and an expiration date.

**Claim 24 (currently amended):** The multiple-service card of claim 20, said second indicia including a service partner information membership number.

**Claim 25 (currently amended):** The multiple-service card of claim 20, said second indicia including a at least one of a magnetic stripe that contains accesses an account information in machine readable form, signature block, customer service number, a barcode representing a service partner membership number and an image of the card holder.

**Claims 26-29 cancelled.**

**Claim 30 (New):** The method of claim 1, further comprising calculating and issuing a rebate on said credit card, wherein said rebate is based upon purchasing products and services at said service partner.

**Claim 31 (New):** The method of claim 1, further comprising assigning a product control number to said application.